

Название публикации:

Pedagogical Mechanisms For Overcoming Media Destructive Influence On Student Personality:
Values Of Dominant Of Moral Culture

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Аннотация:

The article focuses on the establishment of theoretical and methodical approach to the design and implementation of pedagogical mechanisms to overcome the destructive influence of the media on the personality of a University student. In the course of pedagogical monitoring implementation - the leading method of research, the structure and content of values - the dominants of moral culture of the person are justified as pedagogical mechanisms for overcoming the destructive influence of the media on the student. The article reveals the discursive content of the basic concept of the research - "destructive influence of mass media"; establishes the algorithm of perceptual model of destructive influence of mass media on the student (trivialization - stereotyping - projection - identification). Based on the results of the study as pedagogical mechanisms to overcome the destructive influence of the media the structure and content effectiveness of the dominant moral culture values of the individual is justified and experimentally proved. The results of the research presented in the article can be useful in the educational activities of teachers, methodologists, University curators, students.

Ключевые слова:

moral culture; mass media; perceptual model of destructive influence; modeling algorithm; trivialization; stereotyping; projection; identification; pedagogical monitoring